fog horn

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News of the Field Operations Group

When the computer data base at National Airlines was accessed almost 40-million times during a three-day period without one error recorded, DP personnel thought they had made a monitoring mistake. There was no mistake—just the superb performance of Memorex equipment. Here, Miami Sales Rep Phil Busch, right, and Bart Pixton, National Operations Manager, discuss one product that's responsible for this account's satisfaction.

Memorex 3650s dazzle National Airlines with superb performance

"We couldn't believe that any system could be that error free under such hectic conditions, so we double-checked our programming, sure that we would find an error. We didn't. The Memorex disc drives are reliable far beyond our expectations."

That statement, made by Woody Hanson, Sr. Manager, National Airlines Technical Services, is one reason National is a favorite customer of Memorex. For over three years the airline company and Memorex have enjoyed a relationship of mutual respect and satisfaction. That respect deepened when, in mid 1979, the account upgraded from 3670s to 3650s. After the installation had been operational for awhile, an incredulous Hanson said he never believed that any system could be as error free as Memorex's.

Lights...Camera... Action—Quota Club is ready for you!

Details for the 1979 Quota Club are undergoing last-minute refinements. As the February 12-15 meeting draws nearer, every indication shows that it will be an enriching and rewarding opportunity for all attendees.

Members of the LSS, BSD, and OEM sales force will be present, as well as approximately 90 field engineers. The Las Vegas meeting, to be held at the Aladdin Hotel, will include all members of the sales force in order to better unite and position the entire group for the challenges of the '80s. Special recognition, events and awards will be given for those sales reps who made their quota qualifications.

Many informative speeches will be given, including the keynote address by President Robert C. Wilson. Charlie Splaine; Jim Simpson, President, Large Storage Systems Group; Hal Krauter, President, Memorex Finance Corporation; Dick Martin, President, Communications Group; and Robert Malcolm, Vice President, Industrial Relations, will also talk.

The meeting will have its light moments as well. An evening awards banquet is always a high point, and several guest speakers from outside the company will add their insights. Members will enjoy an afternoon of golf, tennis, racquetball and handball, as well as a special dinner at a nearby restaurant.

Go to Quota Club expecting to learn a lot, to contribute, to enjoy the company of other Memorex employees, and to make a commitment to "Go for It" in 1980. It will be a memorable and rewarding time.

Letter from C. E. Splaine

1979

The most unusual year of the decade

—Thru the disappointments, new strength for 1980—

The close of a quarter... The close of a year... The close of a decade.. .Our entrance into the '80s is a significant milestone in many ways. For Memorex, as well as the entire electronics industry, the '70s were years of remarkable growth and discoveries. Data processing capabilities took on mind-boggling dimensions as new technologies enabled equipment to do things never before possible.

But in examining 1979, we see that for Memorex it was the most unusual year of the decade. Competition hit unusually hard during the year. Their aggressive actions directly affected our ability to achieve our budgeted objectives and it was necessary to take some tough actions to keep costs down.

Yet tough actions and competition are not new to any of us. If we weren't competitive individuals we wouldn't be in a business that daily confronts the most formidable opponent in American industry.

1979: Growth and disappointment

In 1979 we planned an aggressive sales and service budget that was consistent with our optimism for continued rapid growth. Even though our plans did not materialize, I am most appreciative of the individual contributions made by each of you in the Field Operations Group. Our corporate revenues did grow approximately $100 million, and our physical volume should exceed a year-to-year growth of 20%.

Our major disappointment was in the year-to-year profit performance. We were slow in reacting to lower than expected revenues, and our costs continued to increase. Consequently, it was necessary to make organizational moves to increase our effectiveness while reducing expenses. We recognized the need for increased product

"Our entrance into 1980 finds us in a stronger position than when we entered 1979. We have a line of products that provides unequaled value in the marketplace.... In addition to product quality, we have the strength of a maturing sales and service force."

group support, together with the need for increased sales and service capability. Consequently, we made moves to more closely couple our field sales and service teams with the Product Groups.

"If we weren't competitive individuals we wouldn't be in a business that daily confronts the most formidable opponent in American industry."
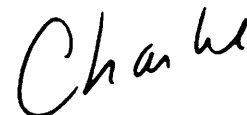
Entering the '80s—Strong!

Our entrance into 1980 finds us in a stronger position than when we entered 1979. We have a line of products that provides unequaled value in the marketplace. It is a mature line, and its performance is proven and respected. The 3652 with IDI will be the industry leader in 1980. It has the advantage of not being a new product, but an extension of an existing product with a widespread reputation for quality. However, we must continue to move those products that are readily available and it is important to protect our install base.

In addition to proven product quality, we have the strength of a maturing sales and service force. Sales reps have been with the company an average of 3.0 years, and field engineers an average of 3.9 years. The product and market knowledge of this team will be a definite asset in the new decade.

In 1980 we must focus on obtaining orders, generating revenue, and managing cash. We must continue to meet competition head on to demonstrate that we provide superior value. I am confident that 1980 will be a great year due to your continued dedication and increased support from the Product Groups. In 1989, as in 1979, we will be able to review the decade and see it as a period of remarkable growth for Memorex.

My best wishes for a prosperous New Year to you and your family.

Charle

Charles E. Splaine
President
Field Operations Group
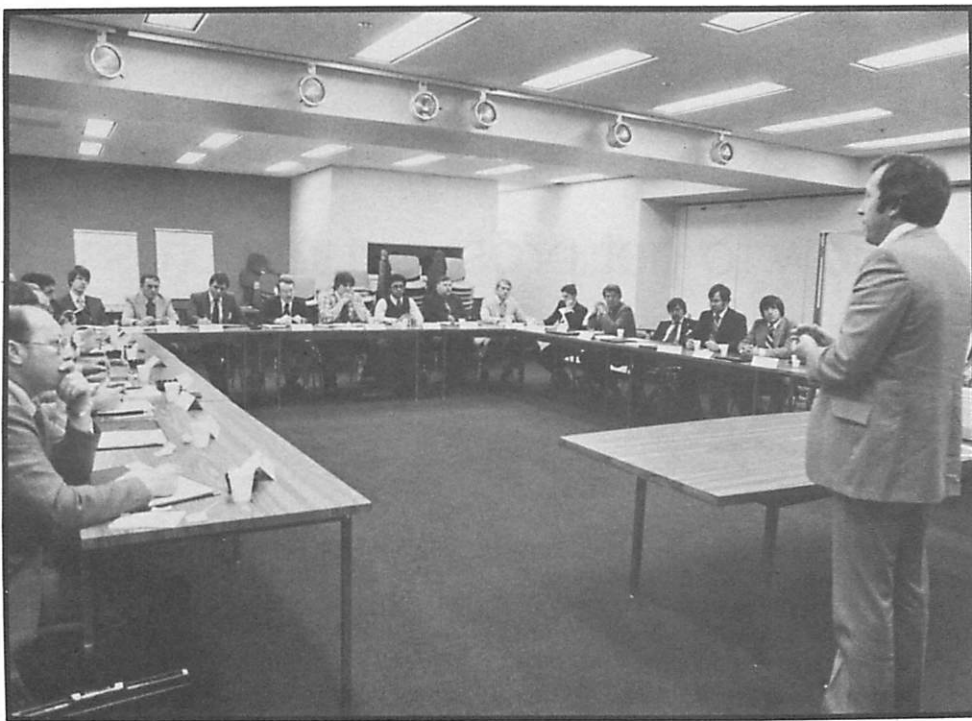
Dave Hilst welcomes field engineering educators to the first FE training conference. Over 25 educators gathered from the company's four training centers to learn how to increase the effectiveness of FE courses.

First FE training conference hones skills, communication

Over 25 trainers gathered in foggy Santa Clara January 7 to attend a week-long FE technical training conference. The instructors, course developers and training managers were from the company's four training locations: King of Prussia, Dallas, Tustin (BSD) and Santa Clara.

The conference, organized by the Field Engineering Technical Training Department, was the first of its kind. According to Christine Craig, Training Specialist, its main goal was to bring a stronger understanding and unity between the training centers. "This was an opportunity for the instructors to meet each other, improve their courses and teaching techniques, and in general, increase the effectiveness of the Technical Training Department," she explains. "I think all the participants took advantage of and appreciated this opportunity."

Areas covered in the conference included honing teaching skills, establishing credibility in the classroom, and setting career plans within Memorex. Dave Hilst, Manager, Technical Training; Rich Silton and Rich Gemmet, from Memorex's Human Resource Development Department; as well as Craig, were among those involved in leading the seminars.

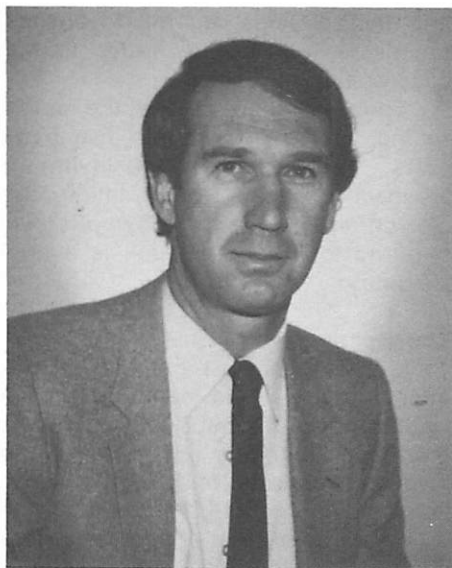At present, plans are to hold the training conference once a year.

Trainers during the conference—the goal was to bring stronger understanding and unity.

McCRANEY TAKES HELM FOR CENTRAL AREA

Richard McCraney became a member of the FOG management in October when he was named Central Area Vice President. The Central Area includes the former Midwest and Great Lakes regions.

Previously, McCraney was Vice President, Southern Division, for Accuray, a company headquartered in Columbus, Ohio, that sells a turnkey, computer-based process control and monitoring system. He had responsibility for the company's largest sales and service division, covering approximately one-third of the United States, plus Latin America. He had been with that company since 1969, and also served as an account manager, field sales manager, and regional manager.

Since joining Memorex, McCraney has spent much of his time building a team for the new Central Area. "I've enjoyed meeting the employees and working with them to knit a new team together," he says enthusiastically. "They're great people. We're pretty well positioned now, and our main priority is just to get down to doing business for the new year."

To facilitate that, a kickoff meeting was held January 10 and 11 for members of the Central Area. Gordon Smith, Vice President Marketing; Jim Simpson, President, Large Storage Systems Group; and Charlie Splaine were featured speakers.

McCraney and his wife, Marilyn, have three daughters.

Richard McCraney,
Central Area Vice President

Film Review

The Invisible Line—How to get prospects to cross it

Ruth Thompson

Sales/SE Education Department aids professional development

Memorex's Sales/Systems Engineering Department has many self-study courses, tapes and films available to field personnel on an "on-loan" basis. According to Ruth Thompson, Sr. Education Specialist, topics of the materials range from management training to product information to job motivation. Miscellaneous others include films on personnel recruitment and use of transactional analysis within the work environment.

Films and other educational materials are an excellent way to enhance the professional development of all employees. For additional information contact Thompson in the Memorex Sales/Systems Engineering Education Department, extension 2356. She will also provide you with a complete inventory list of all materials.

How would you like it, as a sales rep, if prospects came to you to be sold? That would be quite a switch from your usual approach to sales. Yet at trade shows that is what happens—the roles of the two are reversed.

Selling at an industrial exposition is a creative challenge. It's a fast-track environment, all right, but it offers opportunities for outstanding success, recognition and reward—in a shorter period of time—than any other sales activity you can undertake.

The film, "The Invisible Line," available from the Memorex Sales/S.E. Education Department (see accompanying article), takes an in-depth look at how to make the most of your time in a booth. Frank and concise, the film delves into the physical and psychological aspects of the trade show environment on both the prospect and the sales rep. "Every booth has what's known as an invisible line," the film claims. "It is an imaginary line or psychological barrier that exists between your exhibit and the show aisle. It is a line that a sales rep must convince prospects to cross in order to sell successfully at a show."

The film then breaks the actual selling strategy down into five basic parts: the opening, qualifying a prospect, the sales presentation, the closing and follow-up. It then offers an explanation of each. Here is a brief summary:

The Opening

- Openings must get the visitor's interest as well as his attention. A leading question about your product is the best technique you can use to involve prospects in a conversation about your product.
- A different level of aggressiveness is required to open conversations. Choose the right level for your customers, products and personality.

Qualifying a prospect

- Qualification of a prospect must be accomplished efficiently and quickly. Your selling time at a show is valuable and limited. In the span of a few minutes, you must make a decision on whether or not to spend valuable show time on a presentation to a booth visitor.
- Your qualifying questions should be designed to "set up" your sales presentation so that it can be addressed to the prospect's specific needs and interests.

Sales presentations

- Your product is physically there. Use it at all times when making a presentation.
- Your presentation should be targeted to a prospect's specific needs and interests.

Closing and follow-up

- Whether or not you can take an actual order at the show, it is vital to your success that you attempt to "close" after every sales presentation. (To "close" in the context of selling at a show is to get a firm customer commitment to agree to some future sales contact.)
- Know in advance the type of commitment you want from a prospect and ask for it.
- Be certain that all commitments and promises made are recorded in writing, either for personal follow-up after the show or for immediate communication to the person in your organization responsible for future sales contact.

These basic sales procedures can make a success of any trade show. They must be adapted, modified and accelerated for the specific sales environment. Although that requires more work than usual, there are tremendous sales opportunities at an exposition and the rewards are very gratifying.

3650 dazzles customer
(continued from front page)

The 26 spindles of 3650 drives operate under extremely hectic conditions. During the three days prior to Thanksgiving, the data base was accessed almost 40 million times, and not one error was recorded. To top everything off, the average response time was approximately one second, and disc up-time has been better than 99.9 percent.

The success at National can be attributed to several things. According to Phil Busch, Sales Rep for the account, field engineering support has always been the largest factor. "Ever since we had the first 3670 installed, Field Engineering has been closely involved with the account. The excellent support they've provided over the years is recognized and appreciated by National." The field engineering team to be credited with this success includes Rich Payne, Steve McKenzie, Bob Perlongo, Fred Hickey and John Hall, all of Miami.

The quality of Memorex equipment is a second factor to the success. Says veteran installer Perlongo, "The 3650 is an excellent product. We've had very few problems with it."

Another factor in National's decision was the 3220 tape drive. While the 3650s were in evaluation, National had sixteen 3228 tape drives and two 3222 controllers installed. They, too, performed beautifully and convinced National that Memorex was the way to go.

Because National is in the record-keeping business, it has to be able to handle incoming data, store it for a period of months, if necessary, and produce it quickly. All of the reservation and commercial data is stored on the 3650s and 3220s. During peak periods, as many as 40 inquiries per second arrive from National's own ticket agents or from independent agents.

National Airlines was founded in 1934. It was the first airline to initiate domestic jet service. In the early '70s international flights were added to the schedule.

In the mid 70s, National began major upgrading to provide the kind of system that would serve the airline's needs.

"It was a significant task," recalls Fred Luhm, National's Director of Computer and Communications Services. "We went from the 360 generation, to CPUs, to three 370/158s. Perhaps most impressive was our move from DOS and OS/MVT operating systems to a complete MVS system, including the ability to operate IMS. The greatly increased data base required the utmost in reliability and access, and this has been provided by the 3650 discs and 3220 tape system."

Memorex Miami FEs John Hall, left, and Bob Perlongo, conduct voltage readings and run other diagnostics on 3650s. Careful monitoring of the drives is one of the reasons disc up-time has been better than 99.99%.

AROUND THE FIELD
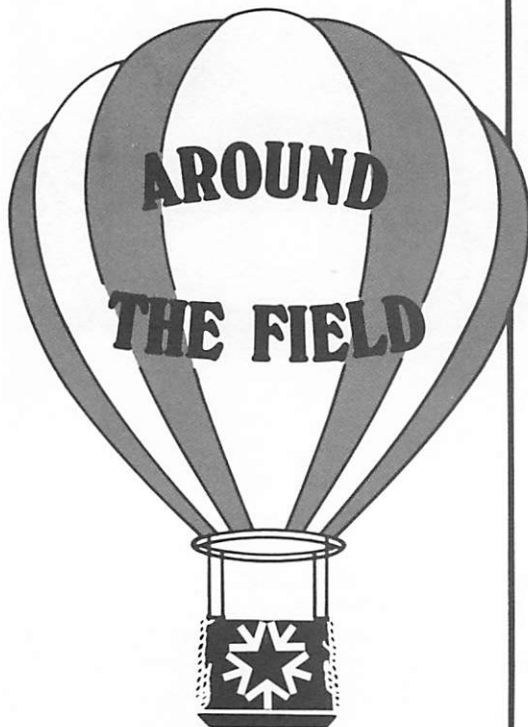
Little Rock draws crowds

Over 25,000 people filed through the DPMA trade show held in Little Rock, Arkansas, last September. Memorex's line of equipment and computer media products was represented in two booths. 1377 and 2089 units were operational in the equipment booth, and a video monitor ran tapes explaining the IDI feature and QCM program.

Memorex reps attending included **Mark Jones**, Tulsa sales rep; **Vince Vincent**, Dallas media sales rep; **Jim Peck**, BSD Southern Area Manager; **Jim Partain**, Little Rock FE; and **Linda Kelly**, Dallas media sales rep.

According to Jones, the show had the highest attendance record in its history and produced good results for Memorex. Several prospects showed a particular interest in the 2089 and one already has an evaluation unit installed in its data processing room. "The 2089 was well received by attendees," reports Jones. "There's a lot of high-order potential for this product in the Little Rock area."

No roof, no floor, but the installation went on

Field Engineers are known for working under unusual circumstances and stressful situations. But the circumstances under which **Doug Wurster**, Sr. FE, King of Prussia, completed a recent install have got to be the most unusual yet.

Wurster picked up the Eastern Region's Professional of the Month award for installing 10 banks of drives at Shared Medical under what was termed "severe environmental problems." When questioned as to what that meant, Wurster chuckled, "The building wasn't completed yet. The roof leaked and the floor wasn't in. I was laying on-line diagnostics and the guy next to me was laying the floor!"

This somewhat comical situation occurred when Shared Medical signed for eight full banks of 367X and two full banks of 365X and wanted it installed less than three weeks after delivery.

Ignoring the handicap of an unfinished data processing room, Wurster led a five-man, double-shift installation team to swift success. As they worked they contended with the unusual. To protect the equipment from a leak-

Doug Wurster, right, receives award from Ken Hobbie, FE Manager, for being a "Pro of the Month."

ing roof, Wurster threw covers over it at night. Good thing, too. Often when he returned in the morning, puddles of water were on them.

Wurster, who has been with Memorex nearly four years, says he's never done an install quite like Shared Medical. "Most sites are already built," he laughed. "The customer was just in a hurry to get the equipment moved."

In true Memorex style, the patient FEs finished the install early and were able to run a few extra diagnostics to ensure that everything was 'A-OK'. Latest report says that the account is very satisfied and that the roof and floor are doing fine!

Peggie Henry—won trip to Olympics.

Henry, Gelaude take top prizes in Memorex Marathon Program

"I was totally shocked. I had a smile that lasted for three hours."

Those were the words **Peggie Henry** used to describe how she reacted upon learning that she had won an all-expense-paid trip for two at the 1980 summer Olympics.

Henry, an Inventory Analyst in the Lombard Service Center, was one of 400 employees who participated in the "Memorex Marathon" — a program designed to help recruit new employees. Each participant's name was entered into a drawing. Some employees had their names entered several times. And although Henry's was entered only once, it proved to be enough.

Her week-long trip includes tickets to five events, lodging and meals. "I still can't believe this is true," she says happily. "I've never won anything, and now I win this!"

One other member of the Field Operations Group was also a winner in the Memorex Marathon program. **Ron Gelaude**, Field Manager, Detroit, picked up the third place prize—an Atari home game center.

The Memorex Marathon program ran from January to July, 1979.

Central Area Cashes In

Through the hard collection efforts of **Steve Hipp**, Area Credit Supervisor, **Dick Paszkiet**, Credit Correspondent and **Ralph White**, Accounting Specialist, the Central Area has won the FOG cash collection contest. The Central Area met all three of the contest's goals: reach 75% of the collection ratio, have 4% or less outstanding accounts in the 61- to 90-day category, and have 2% or less outstanding accounts in the 91-day category.

According to Hipp, there are three main reasons for his area's good performance: strong team rapport, hard work, and an excellent Customer Service group. "Everyone works very hard and cooperates with each other," explains an appreciative Hipp. "We have a very high regard for Customer Service and the role they play in customer satisfaction. We always say, 'a happy customer pays his bills'. If it weren't for the cooperation and teamwork of Customer Service and other super people in key areas we wouldn't be having this success."

The Southern Region, under the able guidance of Regional Credit Administrator **Larry Craig**, placed second in the contest.

SPOTLIGHT

Marilyn Toto: Regional Reporter

She claims the most satisfying aspect of her work is her contact with people. This is an interest that makes **Marilyn Toto**, Manager, Administrative Services, Western Region, a particularly effective reporter for *Foghorn*. Many articles about the region's employees, activities and accomplishments have sprung from her awareness and creativity with people.

Marilyn recently celebrated her 10-year anniversary with Memorex. Her career with the company began in Computer Media, where she was eventually an executive secretary. In 1975 she moved to Customer Service, and two years later she joined the Western Region staff as secretary to Bill Etheredge, Regional Vice President. Then in 1979 she was promoted to Manager of Administrative Services, responsible for all the secretarial and administrative services in the region.

In reflecting on her decade with the company, Marilyn had praise for the way Memorex has recognized women. "When I joined the company, a female sales rep or manager was unheard of," she recalls. "I think Memorex is doing a good job of promoting women into management and nontraditional jobs."

Clearly an "outdoors" person, Marilyn enjoys the beach, picnics, and tennis in what little spare time her three teenagers allow her. She also enjoys travel and learning the history of places she's been (a tour of France last summer prompted her to read a book about the French revolution).

Anyone wishing to share a bit of Memorex news or a *Foghorn* story idea may reach Marilyn in the Western Region headquarters office.

Marilyn Toto, Western Region

FOGLIGHTS
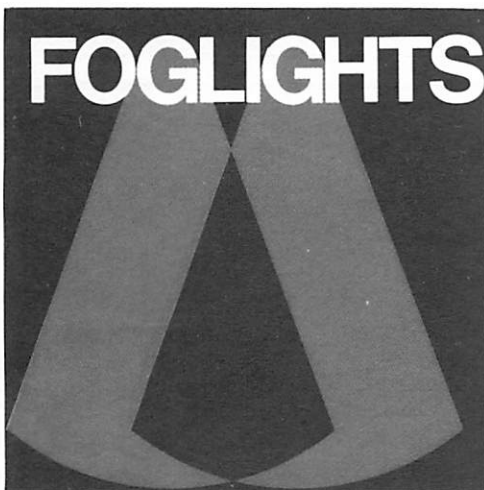
Thanks to the outstanding assistance by the Contract Administration department in Santa Clara, a potentially sticky situation at two Southwest accounts — Boy Scouts of America and National Old Line Life — was turned around ... BSDs **Larry Parker**, Southwest Region, had a good November with the addition of three new accounts to his list...Also, lots of SE activity in the southern states: a substantial amount of of services was closed at Atlanta News and over half of it was for the region's first QCM installation; and DCC classes recently held have been very well attended, bringing in lots of that good revenue ... The Federal Region recently held a DCC seminar with 26 government and commercial customers and prospects attending Feedback on the seminar has been quite favorable .. **Rich Gonzales**, FE, Garden Grove, and **Jeff Vogel**, FE, San Francisco have been recognized in the Western Region. Gonzales spent eight hours inspecting some 70 disc packs after an IBM head crash occurred at CCH Computax in Los Angeles. The customer commended Memorex the next day and within a week signed a contract for 3650 disc drives...Vogel resolved a 3220 evaluation problem at the Bank of America, pointing out that the poor media quality was the major factor to the drive's performance. The bank responded favorably and the evaluation was saved ... **Bob Quinn**, Western Region Systems Engineering Manager, and his team of SEs, particularly **Dan Meitus** and **Mel Raymundo**, were praised for their willingness to travel on short notice to give IDI and QCM presentations .. In Pittsburgh, **Tim Michalski**, FE, was recognized for his professionalism, particularly with Duquesne Light. His recommendations to management were invaluable in planning a new data center and helped reestablish Memorex as more than just another hardware supplier. We've gotten additional business as a result... **Randy Krueger**, FE, Raleigh, was commended by a customer, Blue Cross-Blue Shield of North Carolina, for his outstanding work at that account... and **Pat Hardin**, Secretary, Greensboro, was a great asset in coordinating the recent "road show" in Greensboro.

FOG people on the move

Anderson, Gary, to Sr. AFE, Lombard
Arendt, Thomas, to FE, Madison
Arnold, Joseph, Jr., to AFE, Wash. D.C.
Baker, Miller, Jr., to Engr. Tech A, Wash. D.C.
Ballew, Bruce, to FE, Chattanooga
Barbour, Louis, to FE, Birmingham
Barnes, Michael, to Terr. Supv., SF
Berry, Charles, to FE, Columbus
Campbell, Joseph, to Sr. FE, Riverside
Chapman, Thelma, to Acctg. Clerk B, Santa Clara
Colbert, Pamela, to Sec. A, Lombard
Craig, Christine, to Training Spec.-Mktg., Santa Clara
Crume, Ralph, to Sr. AFE, Jacksonville
Davis, Marty, to Br. Mgr., BSD-Sls., SF
Dehnbostel, Gary, to FE, Milwaukee
Delaney, Thomas, to Br. Mgr., FE, NYC
Do, Tho Quang, to Prod. Test Tech., King of Prussia
Donaldson, David, to Br. Mgr., BSD-Sls., Lombard
Ellis, Phyllis, to Fld. Adm. Coordr., Providence
Enoch, Thomas, to Sr. Sp. Parts Plnr., SC
Feliccia, James, to Assoc. Inven. Anl., King of Prussia
Fink, Paul, to Sr. FE, Allentown
Franchina, Michele, to Fld. Adm. Coordr., Greenwich
Gaskell, Ann, to Supv. Eq. DARS/Features, Santa Clara
Glovan, Pamela, to Tech. Instr., SC
Gockman, Mark, to Sr. Mtl. Hdlr-Dist., Lombard
Goldberg, Joel, to Sr. AFE, Philadelphia
Grosman, Linda, to Sec. A, Detroit
Haines, Gail, to Sr. Sec., Santa Clara
Hall, John, to Sr. FE, LA
Hancock, Woodrow, Jr., to Br. Mgr., Sls., Baltimore
Harrison, Jesse, to Sr. FE, Wash. D.C.
Hawkins, Marietta, to Assoc. SVC Plng. Rep, Santa Ana
Hesselgrave, Patricia, to Assoc. Fin. Analyst, Santa Clara
Hilst, David, to Mgr. FE Tech. Training, Santa Clara
Hochman, Gregory, to Sr. AFE, Minneapolis
Hurst, Larry, to Br. Mgr., FE, Seattle
James, Robert, III, to Mgr., Fld Engr., Wash. D.C.
Johnson, Susan, to Adm. Sec. A, Santa Clara
Kalfur, William, to Terr. Supv., LA
Kaufman, Steven, to Sr. AFE, Greenwich
Kennedy, Alfred, to VP-FOG Eastern Reg., King of Prussia

King, Frederick, to Sr. AFE, Southbend
Kuly, Michael, to FE, Riverside
Latzko, Rudolf, to Sr. AFE, Detroit
Lincoln, Marian, to Dispatch Data Coll. Sp., Santa Clara
Loher, Henry, to Adm./Fin. Mgr. King of Prussia
Long, Peggie, to Inv. Analyst, Lombard
Lundy, Loren, to FE, Houston
Marino, Daniel, to FE, Greenwich
Mayo, John, to Tech. Instr., King of Prussia
Morrisette, Michael, to Sr. FE, SF
Nagelis, George, to Sr. FE, Hartford
Nelson, Robert, to Sls. Trainee, Irving
Nerpouni, Kathleen, to Sr. Fld. Ord. Adm., Boston
Parker, Robert, to Sr. FE, LA
Parker, Jack, III, to Sr. Sp. Parts Plnr, Irving
Partain, James, to FE, Little Rock
Priou, Guy, to Mgr., Tech. Ed., Santa Clara
Qualls, Marion, to Sr. Sys. Engr., Irving
Riehlman, Charles, to Br. Mgr. Fld. Engr., Cincinnati
Robinson, Thomas, to Sr. FE, King of Prussia
Ruoff, James, to FE, LA
Self, Donald, to FE, St. Louis
Semany, Sharon, to Fld. Adm. Spec., Lombard
Sorio, Albert, to Dispatch Data Coll. Sp., Santa Clara
Soto, Mary, to Sr. Fld. Ord. Adm., LA
Stalker, Karl, to Terr. Supv., Wash. D.C.
Steffensrud, Richard, to Mgr. Adm/Fin., Southern Area, Irving
Stegall, Travis, to Sls. Trainee, Irving
Strivers, Orlando, to Sr. AFE, Wash. D.C.
Tillett, Mike, to Mgr. Prod. Support, S.C.
Timmons, James. to Sr. Sls. Rep, Cleveland
Tysdal, Craig, to Sr. Sls. Rep, SF
Valadez, Dennis, to Mgr. Fld. Engr., Lombard
Vencill, Helen, to Sec. A, Atlanta
Welch, James, to VP, FOG, Southern Area, Irving
Wilson, Lynette, to Fld. Adm. Coordr., King of Prussia
Wright, Douglas, to Sr. Sls. Rep., LA
Woodward, Douglas, Jr., to Elec. Tech. A, King of Prussia
Zimmerman, Debra, to Mat'l. Plnr, King of Prussia

In Memory

Bob Connely, Product Manager for Business Systems Division, Santa Ana, died October 29 following heart surgery. He was 47.

Connely joined BSD in 1977 as a product manager. His good understanding of end-user needs quickly gained him the respect and appreciation of his co-workers. Prior to BSD, Connely worked in various data processing management capacities for Quon-Quon, Whittaker Controls, and Data Products, all located in the Los Angeles area. He was Corporate Director of Information Systems for Conrac Corporation, New York, from 1966 to 1972.

He is survived by his wife, Ann, and two children.